



## DETERMINING FACTORS FOR HOUSE PURCHASING DECISIONS IN BATAM CITY

Jacky<sup>1</sup>

Universitas Internasional Batam, Batam, Indonesia  
[2041364.jacky@uib.edu](mailto:2041364.jacky@uib.edu)

Suyono Saputra<sup>2</sup>

Universitas Internasional Batam, Batam, Indonesia  
[suyono.saputra@uib.ac.id](mailto:suyono.saputra@uib.ac.id)

---

### Abstract

The research was conducted to test the relationship between independent and dependent variables using mediating variables. The object of research is the people of Batam City who are interested in buying a house. The data obtained is primary data by distributing a research questionnaire containing 31 questions. The number of respondents collected was 310 respondents. The research results found that there was a significant influence between the variables product quality, price, location, and promotion, E-WOM had a positive influence on purchasing decisions mediated by the purchase interest variable. This empirical study has limitations in collecting data sources due to the high house prices in Batam city, as well as limited sources supporting several research variables. These limitations form several suggestions for future researchers to expand research locations and link house purchase decisions with investment goals, due to the increasing topic of investment literacy which is a current trend.

**Keywords:** Price, Purchase Decision, Purchase Interest, Promotion Strategy

## INTRODUCTION

Human primary needs consist of clothing, food, and shelter. These three needs cannot be separated from humans (Huda, 2017). Clothing in the form of clothes is a necessity that humans cannot afford not to have. Clothing is worn with the function of protecting the body from heat and cold. Food in the form of food is a need for the human body to stay alive and have energy. Humans need food as a source of energy and nutrition for the body (Suhatmi et al., 2021). Finally, shelter in the form of a house is a need for shelter for humans, a need for shelter to protect themselves from bad weather and rest (Ajeng & Medina, 2017). Clothing and food are very affordable needs, of course not a big problem for the majority of people. The problems that many people face in meeting their housing needs. Boards in the form of houses or properties have quite high prices and for some groups it is difficult to meet them (Ajeng & Medina, 2017). The majority of residents in the city of Batam are migrant communities from various outside the region, because the city of Batam is classified as an industrial city where there are many jobs vacancies/ business. Overseas residents tend to have principles for renting houses, renting houses or boarding houses. With the social conditions described, it can be assessed that house purchases in the city of Batam are quite low. Even though house construction in the city of Batam continues to increase, economic capabilities and considerations about settling in the city of Batam hamper the decision to purchase houses for the people of the city of Batam. Overseas residents tend to think it would be a shame if they buy a house but they don't live in Batam city. However, this does not eliminate the need for boards in primary needs.

The development of housing, shophouses and other properties is quite rapid in the city of Batam, with quality, location, promotional strategies and reasonable prices that will attract interest in buying property from the people of Batam City. In the modern era like today, it can be said that property is one of the achievements of the past. a future that is of great interest to the public. This is evident from the emergence of conversations about wanting to own a house or land. It is not uncommon for people to talk about the property business or property investment, especially in the city of Batam (Nainggolan & Heryenzus, 2018). There is rapid development at several points in the city of Batam which in the future

will have high investment potential. This can be seen in the increase in property prices which have jumped quite rapidly when compared from year to year.

One of the factors supporting the rapid development of property is the large population in the city of Batam. Data from the Central Statistics Agency (BPS) for the Riau Islands province recorded that in 2020 there were 2,064,564 people in the Riau Islands and 1,196,396 of them came from the city of Batam. With the large population in the city of Batam, the need for housing also increases (Suhatmi et al., 2021). Even though many Batam city residents are migrants from outside the region, this does not reduce interest in buying property in Batam city (Nainggolan & Heryenzus, 2018).

Industrial development up to the minimum wage in Batam city is relatively high compared to other areas in the Riau Islands province (Owen et al., 2021). The high minimum wage for workers in Batam city encourages workers to live for long periods and even settle in Batam city. So, this can increase the level of interest in buying property in Batam city (Justyanita et al., 2021).

The topic of determining factors for property purchase decisions in the city of Batam is very interesting to research. This is because property development is rapid and property purchasing power among people in the city of Batam is relatively high (Nainggolan & Heryenzus, 2018). Several areas in the city of Batam have quite high property values/prices, however there are several locations during the development period that offer very affordable property prices. In deciding to buy an item/service, price is the main factor in the purchase. Apart from the price factor, there are also several factors, namely product quality and how the promotions delivered can attract customers to decide to buy a product. Based on the factors underlying the problems raised in the current research, the researcher decided to conduct research on the determining factors for house purchasing decisions in the city of Batam.

## **REVIEW OF LITERATURE**

According to Subagya *et al.*, (2021), the consumer decision-making process is influenced by consumer behavior. Consumer behavior is a factor that results in purchasing decisions for a product/service. Basic knowledge of consumer behavior is very important and

can be an input in marketing strategy plans (Subagya, 2021) Das and Datta (2021) explain that the purchasing decision is a stage that buyers will go through in determining the product or service they want or hope to have. A purchasing decision is an action or behavior where consumers consider whether to make a purchase or transaction for the desired product or service (Walalangi et al., 2021).

Product quality can be said to be one of the key components of a business' competitive advantage (Rachmawati et al., 2019). Based on Kotler and Keller's studies cited in Rachmawati's research et al. (2019), quality defines quality as the totality of the features and characteristics of a product or service in its ability to satisfy needs. The value received by consumers from product quality plays an important role in making decisions to purchase the product (Toha & Supriyanto, 2023). If the quality of a product is good and meets consumer expectations, then consumers will have a high sense of satisfaction, which can form consumers who are loyal to the product being offered (Bomrez & Rahman, 2018). Fahrezzy and Trenggana (2018) in their research confirmed the significant positive influence of product quality on consumer decisions to make purchases. Nasar and Manoj (2015) in their research also revealed that the quality of an apartment is the main factor that can influence consumers' purchasing decisions in deciding to make a purchase. Similar findings were found by Rachmawati's research et al. (2019). The quality of a building can be in the form of the quality of the materials used, the design created by the developer for consumers, good design and quality can increase the durability and comfort of the house (Rachmawati et al., 2019). Muhtarom et al. (2022) have similar findings regarding the positive relationship between product quality and purchasing decisions, as well as the results of Novalinda's research et al., (2021) who found a significant influence between the two variables.

**H1** : Product quality has a significant positive effect on purchasing decisions.

In the 4P marketing mix (Product, price, promotion and place), price (price) has a very important role. Price cannot be separated from the marketing mix (Subagya, 2021). When a company makes a strategy in determining prices, it needs to pay close attention to overall company policy, product strategy, distribution, and promotion. Apart from that, you also need to pay attention to product quality (Subagya, 2021). Subagya et al. (2021) prove that there is a significant influence between price and purchasing decisions. In their research,

Subagya et al. (2021) stated that the more affordable the price of a house is by the quality, the more it will improve consumer purchasing decisions. Similar findings were found in Muhtarom's research et al. (2022) which shows that there is a significant positive relationship between price and purchasing decisions. This is because the more affordable the prices provided by the company can lead to consumer pleasure and satisfaction which triggers consumer purchasing decisions. Positive significant results between the two variables were also found in Rachmawati's research et al. (2019). Rachmawati et al. (2019) said that consumers tend to compare property prices in one location with other locations, and then consider prices from competitors. Even though cheap and affordable prices are attractive to consumers, the negative impression of low property quality at low prices tends to be a consideration for consumers (Rakhmanita & Vidada, 2017). The opposite result was found by Novalinda et al., (2021) that price does not have a partially significant influence on purchasing decisions. This is because there are consumers who do not pay attention to the price of the house being offered, consumers are more concerned with good quality products at a high price for the sake of a comfortable place to live.

**H2:** Price has a significant positive effect on purchasing decisions.

Subagya et al. (2021) defines location as the place where a business is operated. An important factor in running a business is the location of the business location in urban areas, and the method and time needed to get to the location (Subagya, 2021). The product in this research is a house, therefore location can be defined as the location of the product being offered, a place that is easy and safe to reach. In the marketing concept, there is a term called marketing mix which has components consisting of product, price, promotion, and location (Isoraite, 2016). Location is one of the factors that consumers consider before deciding to buy a house (Subagya, 2021), a similar statement was also found in Monica's research (2018). Subagya et al., (2021) in research found that there is a significant positive influence between location and purchasing decisions. This positive significant result shows that the more strategic the location of the house being sold can increase consumers' decisions to make a purchase. Similar research was also discovered by Rachmawati et al. (2019). According to Rachmawati's research results et al. (2019), location is the most important factor in determining property purchase decisions. This is because a strategic location can increase

consumer decisions to buy a property. The location is said to be strategic if it is in an urban area, close to shopping centers, close to cafes, and places to eat, there are adequate facilities, a large and safe parking area, and roads that are easily accessible and safe (Pangenggar et al., 2014). Comparative results upside down discovered by Novalinda et al., (2021) that location does not have a partially significant influence on purchasing decisions. This is because consumers prioritize product quality without worrying about the location or location of the housing offered.

**H3:** Location has a significant positive influence on purchasing decisions.

Promotion is included in one of 4 (four) components marketing mix. Handoko (2017) defines promotion as communication from sellers that informs, attracts, and reminds potential consumers intending to influence their opinions or get a response. According to Syaifullah and Nerli (2019), promotion is a marketing activity undertaken by a business for consumers that contains news, invitations or persuasiveness and influence. Yuliyanto (2020) also defines promotion as a marketing effort to convey information that can influence other people so that they are interested in carrying out transactions or exchanging products or services being marketed. Simply put, an ideal promotional strategy can attract consumers to purchase the products offered (Septiano & Sari, 2021). Muhtarom et al. (2022) have findings that show a negative significance between promotional strategies and purchasing decisions. On the other hand, it was found that there was a significant positive relationship between promotions and purchasing decisions, mediated by purchase intention. This relationship illustrates a good and ideal promotional strategy as well as clear and persuasive information that can attract consumers' buying interest until they decide to make a purchase. Novalinda's research results et al., (2021) show that there is a significant positive influence between promotions and purchasing decisions, this is because the information conveyed in promotions is realistic, informative, and interesting so that it can influence consumers to make purchases. The opposite finding was found in Subagya's (2021) research, where the results showed there was no significant influence between promotions and purchasing decisions. According to Subagya (2021), this relationship occurs because the promotions carried out have not been able to influence consumer purchasing decisions, this is caused by promotions that do not attract consumers from the company.

**H4:** Promotional strategies have a significant positive influence on purchasing decisions.

Word of mouth (WOM) is a communication process to provide recommendations both individually and in groups regarding an object, in this case, it can be a product or service (Luthfiyatillah et al., 2020). Siwi and Maskur (2022) simplify the definition of word of mouth as an effort by an organization to influence consumers to disseminate relevant marketing information among consumers. Word of mouth Currently developing along with the increasingly active use of social media and other electronic media in disseminating information and making purchases. This WOM concept is called electronic word of mouth (E-WOM). Electronic word of mouth (E-WOM) is a process similar to word of mouth but uses electronic media to disseminate information. E-WOM can influence product purchasing decisions for consumers both long term and short term (Wijaya et al., 2022). Apart from having a strong and effective influence on consumer purchasing decisions, E-WOM also costs low costs but has high speed, as well as effectiveness compared to traditional WOM (Muninggar et al., 2022). According to Ismagilova's research results et al. (2020), there is a positive significant influence between e-whom on purchasing decisions. However, the opposite results were found in Luthfiyatillah's research et al. (2020) who showed that e-whom does not have a significant direct effect on purchasing decisions. These results are similar to those found by Wijaya et al. (2022), this insignificant relationship can be caused by a lack of trust in the information disseminated on social media, this is triggered by the widespread spread of false information due to misuse of social media.

**H5:** E-WOM has a significant positive influence on purchasing decisions.

Product quality is the main value of the product. Product quality is usually assessed in terms of the physical/appearance of the product being marketed (Nainggolan & Heryenzus, 2018). One of the factors of consumer interest in buying a property is the quality of the property to be purchased, both in terms of design and the materials used in building the property (Hassan et al., 2021). According to Nainggolan and Heryenzus (2018), products that have superior quality in fulfilling consumers' desires and needs in all aspects will leave an impression that is embedded in consumers' minds. This is what makes product quality the most important aspect that property producers or developers need to understand. Satria (2017) in his research found that there was a significant positive influence between the

quality of products being marketed on purchasing interest. Similar research results were also found by Nainggolan and Heryenzus (2018) in their research. This positive significant influence explains that the better the quality of a product being offered, the higher the level of consumer buying interest in the property products being offered. Nainggolan and Heryenzus (2018) state that a high level of buying interest can be formed or influenced by good product quality and continue to increase. Muhtarom et al. (2022) have similar findings regarding the positive relationship between product quality and purchase intention. Inverse results were found in research by Foster and Johansyah (2019) and Budiyanto et al., (2016) who stated that there was no direct influence of product quality on the level of buying interest.

**H6:** Product quality has a significant positive effect on purchasing interest.

Apart from the quality of the product to be purchased, other factors have the possibility of influencing the level of consumer buying interest, namely price. Price is a unit of currency or the amount of money needed to get the desired product (Suprpto & Wahyudi, 2020:5). Price is a very strong factor in determining buying interest, especially when purchasing property. Property prices are not considered cheap, this is due to the value of the property product itself, both in terms of size, investment value, and the capital spent to build a property (Novalinda et al., 2021). Several previous studies found a significant positive influence between price and buying interest (Nainggolan & Heryenzus, 2018; Rachmawati et al., 2019; Subagya, 2021). Previous researchers found that there was a significant increase in interest in buying property influenced by price. It can be interpreted that price is one of the many components that play a very important role in influencing and determining the level of consumer buying interest until they decide to make a purchase transaction on the product being offered (Alexander & Ferry, 2019; Nainggolan & Heryenzus, 2018; Rachmawati et al., 2019; Subagya, 2021).

**H7:** Price has a significant positive effect on buying interest.

Location for the developer is a factor in determining the price of the property to be marketed. Consumers have an interest in buying property that is in a strategic location (Alexander & Ferry, 2019). Strategic locations can be in urban centers, close to shopping centers, locations that are busy with people, or locations that are easy to reach when traveling anywhere. A strategic location can increase the investment value of a property in the future,

so it will be attractive to consumers who have the intention of investing in property (Mang et al., 2018). Location tends to be a consideration for consumers when buying a house, shophouse, or other property (Nainggolan & Heryenzus, 2018). Location is a factor that plays an important role in determining the level of interest in buying property. Location is also a form of assessment of consumer behavior which can determine property purchasing decisions (Alexander & Ferry, 2019). According to Nainggolan and Heryenzus (2018), location has a significant positive influence on interest in buying a house. A strategic house location can increase interest in buying a house, for example, a location that can be called strategic if it is close to the city center. The positive influence of location on interest in buying a house is illustrated by the higher the strategic level of the property location, the higher the interest in buying the property offered. Similar results were found in research (Alexander & Ferry, 2019; Subagya, 2021) which found a significant influence between the two variables.

**H8:** Location has a significant positive effect on buying interest.

Promotion or marketing is a medium used to disseminate information about the products offered to consumers. Promotion is important to reach consumers who may not yet know about the products marketed by the company (Nainggolan & Heryenzus, 2018). In this modern, digital era, reaching an audience is increasingly widespread and easier, all information can easily be spread via social media. A good promotional strategy can reach consumers in large numbers and attract consumers' buying interest (Novalinda et al., 2021). Digital promotional strategies require creativity in attracting consumers' buying interest. Nainggolan and Heryenzus (2018) in their research found positive significance Regarding the relationship between promotions and increased buying interest, the results obtained in Nainggolan and Heryenzus' (2018) research are in line with the results obtained by (Novalinda et al., 2021). Active and creative promotions can increase consumer buying interest. This relationship illustrates the positive influence between the two variables. The higher the frequency of promotions, the greater the impact on consumer buying interest (Nainggolan & Heryenzus, 2018). Simply put, the more interesting and tempting the information and offers conveyed by promotional media, the more interested consumers will be in buying a product. This attractive and tempting nature can support increased consumer buying interest.

**H9:** Promotional strategies have a significant positive effect on purchasing interest.

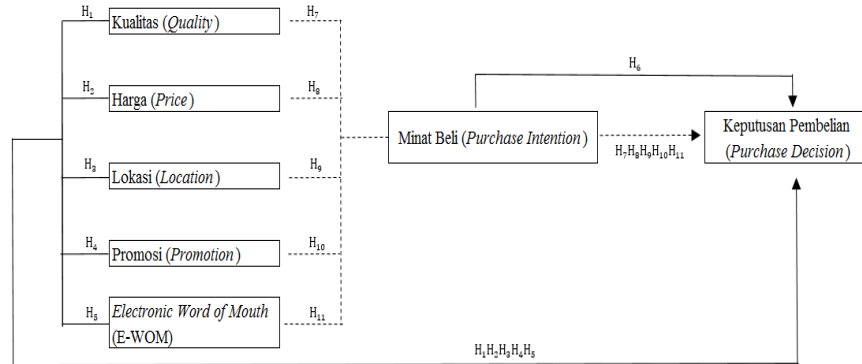
Electronic word of mouth (e-whom) is the independent variable in this research. According to Febiyati and Aqmala (2022), E-WOM is electronic word-of-mouth communication marketing. E-WOM is a product assessment from consumers and potential consumers that is conveyed and spread by word of mouth via the internet (Mahaputra & Setiawan, 2019). E-WOM is a form of recommendation from potential consumers or consumers who have previously tried a product or company to other consumers (Muninggar et al., 2022). The results of previous researchers Adriyati and Indriani (2017) found an analysis that showed this e-whom has a significant positive influence on buying interest. Similar results were found in research Febiyati and Aqmala (2022). This positive significant influence illustrates that information through EWOM can increase buying interest, this is because before consumers buy a product, they tend to look at reviews or assessments of other consumers who have tried the related product and consumers trust statements and recommendations from those closest to them more. Contradictory, results were found in Majid and Rofiq's (2014) research, this explains that the message conveyed through EWOM is still doubtful. Promotion via social media can increase consumer buying interest, but promotions are usually carried out directly by the company so that credibility is guaranteed. Meanwhile, conveying information through EWOM has weak credibility. Consumers tend to choose to trust more accurate sources of information, namely information from the company website or direct promotions from the company.

**H10:** E-WOM has a significant positive effect on buying interest.

Consumer buying interest shows that the product/service offered is likely to be something that consumers need or want (Putri et al., 2016). In this research, buying interest is a variable that plays a role in moderating the independent variable and the dependent variable. Purchase interest is considered to increase the possibility of purchasing decisions for a product based on consumer behavior (Nainggolan & Heryenzus, 2018). Research results Putri et al., (2016) prove that there is a significant direct positive influence on consumer purchasing decisions. The results show the fact that one of the determining factors in purchasing decisions is buying interest (Putri et al., 2016). When there is a feeling of intention or interest in buying, consumers will trigger the formation of a product purchasing decision.

Purchasing decisions are usually initiated by a feeling of desire or interest in purchasing a product or service (Putri et al., 2016).

**H11:** E-WOM has a significant positive effect on purchasing interest.



**Figure 1**  
**Conceptual Framework**

**RESEARCH METHOD**

The design of this research collects various reputable and trusted sources, which are then combined to form a theoretical basis that can be applied to research (Sari et al., 2021). The theoretical basis found from previous research reference sources supports quantitative research statements. This research applies a literature study to collect reference sources that can be used in research (Sari et al., 2021).

The entire population of Batam city is the population of this research, while the research sample is the people of Batam city who have an interest in buying a house. This research data uses quantitative data. The research data source is primary data obtained directly by the researchers (Sari et al., 2021). Primary data can also be said to be data in real-time.

**Table 1**  
**Total Research Respondent Questionnaire Data**

Information	Amount
Distribution of questionnaires with Google Form	310 respondents
Number of Questions	31 questions
Invalid questionnaire	0

Research period interval	6 months
Total questionnaires studied	310

Data Processed, 2023.

## RESULTS AND DISCUSSION

To understand the series of consumer decision-making processes, it is of course necessary for business actors to understand consumer behavior itself. There are a series of factors that have the probability of influencing consumer purchasing decisions.

**Table 2**  
**Research Variable Indicators**

Variable	Indicator	Source
Purchase Decision	1. Respondent data (Gender, age, education, occupation)	(Rachmawati et al., 2019)
	2. What is the respondent's income?	(Rachmawati et al., 2019)
	3. Financial ability	(Rachmawati et al., 2019)
	4. The need to own property	(Wise & Baldah, 2021)
	5. There is interest in buying property	(Wijaya et al., 2022)
Price	1. Affordable house prices	(Rakhmanita & Vidada, 2017)
	2. There are discounts or discounts	(Rakhmanita & Vidada, 2017)
	3. Down payment repayment period	(Rakhmanita & Vidada, 2017)
	4. Installment interest rate	(Alexander & Ferry, 2019)
	5. Monthly installment value	(Alexander & Ferry, 2019)
Location	1. Strategic location	(Wise & Baldah, 2021)
	2. Location is easy to access	(Wise & Baldah, 2021)
	3. Convenient location	(Alexander & Ferry, 2019)
	4. Location security	(Wise & Baldah, 2021)
	5. Low congestion level	(Wise & Baldah, 2021)
	6. Location of road area	(Alexander & Ferry, 2019)
Promotion	1. Promotional strategy	(Rakhmanita & Vidada, 2017)

Variable	Indicator	Source
	2. Attractive brochures or advertisements	(Rakhmanita & Vidada, 2017)
	3. Exhibitions at malls or other event locations	(Rakhmanita & Vidada, 2017)
	4. The way the marketing explains the product and its benefits	(Septiano & Sari, 2021)
Electronic Word of Mouth (E-WOM)	1. Consulting with local people or online helps choose the right product or brand	(Muninggar et al., 2022)
	2. Good impressions about a product from other people/recommendations online	(Muninggar et al., 2022)
	3. Collect reviews or see reviews about a product before making a purchase	(Muninggar et al., 2022)
	4. Information or recommendations from the internet or social media can eliminate worries about buying the wrong product	(Muninggar et al., 2022)
Interest in Buying	1. The desire to own property	(Muninggar et al., 2022)
	2. Interested in finding out about property	(Muninggar et al., 2022)
	3. Consider buying property	(Muninggar et al., 2022)

Source: Alexander and Ferry (2019), Muninggar et al. (2022) Rachmawati et al. (2019); Rakhmanita and Vidada (2017), Septiano and Sari (2021), Wicaksana and Baldah (2021) and Wijaya et al. (2022).

The table of descriptive statistical test results shows the demographics of the research respondents. Table 3 shows the frequency of gender of respondents who filled out the questionnaire.

**Table 3**  
**Respondent Gender Frequency**

Respondent	Amount	Percent
Man	88	28,4
Woman	222	71,6
Total	310	100,0

Source: Primary data processed (2023)

It can be identified that most of the respondents were female, with a percentage reaching 71.6% with a total of 222 people out of a total of 310 respondents. Meanwhile, the remaining 28.4% were male respondents with a total of 88 people out of 310 people. The age frequency of respondents can be seen in table 4.

**Table 4**  
**Age Frequency of Respondents**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
21-30 years old	62	20,0
31-40 years old	124	40,0
41-60 years old	31	10,0
> 60 years	93	30,0
<b>Total</b>	<b>310</b>	<b>100,0</b>

Source: Primary data processed (2023)

The target age chosen was respondents aged 21 years and over. This is because the age requirement to be able to apply for a Home Ownership Credit (KPR) is at least 21 years old according to applicable regulations. In Table 4, it was found that the average age of the respondents was 31 to 40 years old with a total of 124 responses from 310 respondents. When converted into a percentage, it reaches 40% of the total respondents. Meanwhile, the lowest number of respondents were respondents aged 41 to 60 years with 31 people out of a total of 310 respondents. When converted into a percentage, it is 10% of the total respondents. So based on Table 4 it can be concluded that the average research respondent is 31 to 40 years old.

**Table 5**  
**Respondent's Recent Education Frequency**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
SMA/K equivalent	20	6,5
Diploma (D3)	40	12,9
S1	155	50,0
S2	57	18,4
S3	38	12,3
<b>Total</b>	<b>310</b>	<b>100,0</b>

Source: Primary data processed (2023)

Table 5 shows a tabulation of the latest educational frequency of research respondents. Based on the description given in table 4.4, it can be seen that the average

research respondent is a Bachelor's degree graduate with a total of 155 respondents out of 310 respondents collected or 50% of the total respondents. Meanwhile, the lowest number were respondents who graduated from SMA/K equivalent with a total of 20 out of 310 respondents or 6.5% of all respondents.

**Table 6**  
**Respondent Domicile Frequency**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
Aji Stone	46	14,8
Batu Ampar	6	1,9
Back Field	36	11,6
Bengkong	48	15,5
Open	6	1,9
Respectfully	12	3,9
Lubuk Baja	24	7,7
Nongsa	24	7,7
Sei Beduk	24	7,7
Sekupang	84	27,1
Total	310	100,0

Source: Primary data processed (2023)

Table 6 is a summary of the frequency of domicile of respondents who filled out the questionnaire. The highest average of respondents is domiciled in Sekupang with a total of 84 respondents or 27.1% of the total respondents. Meanwhile, the fewest respondents were respondents who lived in Batu Ampar with a total of only 6 respondents or 1.9% of the total respondents. So, from the results of descriptive statistical tests, it was found that the average respondent who was interested in buying a house lived in Sekupang.

Based on Table 7 which shows the frequency of respondents' work in the research, it can be seen that the average respondent is a student with a total of 180 respondents out of the 310 respondents collected. If converted into percentages, 58.1% of the respondents were students or students currently studying. Meanwhile, the smallest respondents were part-time workers with a total of 6 people or 1.9% of all respondents. So, it can be concluded that the average respondent who is interested in buying a house in Batam city is a student.

**Table 7**  
**Respondent Work Frequency**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
Private sector employee	99	31,9
Part Time Worker	6	1,9
Student/Students	180	58,1
Doesn't work	16	5,2
Self-employed	9	2,9
Total	310	100,0

Source: Primary data processed (2023)

Table 8 summarizes the frequency of income of respondents who filled in the distributed research questionnaire. From the results of descriptive statistical tests to analyze respondent demographics, it was found that on average most respondents had incomes below Rp. 4,500,000 with a total of 124 respondents out of 310 people, or it could be said that 40% of the total respondents. Meanwhile, on average, the lowest number of respondents had an income of Rp. 15,000,001 up to Rp. 20,000,000 amounting to 60 people or 19.4% of the total respondents numbering 310 people.

**Table 8**  
**Frequency of Respondent Income**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
< Rp.4,500,000	124	40,0
Rp. 4,500,001 to Rp. 10,000,000	63	20,3
Rp. 10,000,001 to Rp. 15,000,000	63	20,3
Rp. 15,000,001 to Rp. 20,000,000	60	19,4
Total	310	100,0

Source: Primary data processed (2023)

Next, table 9 shows the frequency of locations where respondents look for information. Based on the results shown in table 4.8, 120 people out of 310 people sought information through family and/or friends, which choice was the highest frequency of all respondents, namely 38.7%.

**Table 9**  
**Frequency Where to Look for Respondent Information**

<b>Respondent</b>	<b>Amount</b>	<b>Percent</b>
Advertising on the street (e.g. banners, billboards, billboards, etc.)	60	19,4
Family or/and friends	120	38,7
Social media platforms (eg: Facebook, Instagram, etc.)	85	27,4
Website / application (eg: OLX, Rumah.com, etc.)	45	14,5
Total	310	100,0

Source: Primary data processed (2023)

Meanwhile, at least 45 respondents looked for house information via website or application. So, it can be concluded that on average respondents seek information about house sales through family and/or closest friends.

According to Ghozali (2018) test common method bias was done with the aim of testing whether the research data used contained methodological bias. CMB testing is carried out using a statistical system, namely IBM SPSS, by conducting a general deviation test (CMB). Variance found from the test results was 48.667% which can be seen in table 10. Test requirements common method bias is variance found should not exceed 50%. If it exceeds 50% then the data used has data that is methodologically biased.

**Table 10**  
**Test Results of Common Method Biases**

Total	% of Variance	Cumulative %
<b>21,907</b>	48,667	48,667

Source: Primary data processed (2023)

Based on test results Harman which is represented in table 4.9, the variance value does not exceed 50%, which means that the results of this test can prove that there was no methodological bias found in the research.

Test value outer loading will only be said to be valid when the test results meet Rules of Thumbs (RoT), which value outer loading should be equal to 0.6 or more than 0.6. When the value outer loading does not meet the minimum requirements then it is declared invalid.

**Table 11**  
**Test Results of Outer Loading**

Variable	Outer Loading	Conclusion
H1	0,935	Declared valid
H2	0,952	Declared valid
H3	0,921	Declared valid
H4	0,952	Declared valid
H5	0,935	Declared valid
K1	0,917	Declared valid
K2	0,933	Declared valid
K3	0,914	Declared valid
K4	0,914	Declared valid
K5	0,916	Declared valid
K6	0,921	Declared valid
KP1	0,839	Declared valid
KP2	0,883	Declared valid
KP3	0,842	Declared valid
L1	0,887	Declared valid
L2	0,856	Declared valid
L3	0,901	Declared valid
L4	0,862	Declared valid
L5	0,749	Declared valid

<b>Variable</b>	<b>Outer Loading</b>	<b>Conclusion</b>
L6	0,863	Declared valid
MB1	0,982	Declared valid
MB2	0,928	Declared valid
MB3	0,982	Declared valid
P1	0,959	Declared valid
P2	0,959	Declared valid
P3	0,959	Declared valid
P4	0,959	Declared valid
WOM1	0,969	Declared valid
WOM2	0,969	Declared valid
WOM3	0,884	Declared valid
WOM4	0,877	Declared valid

Source: Primary data processed (2023)

Based on table 11 it can be seen that all values outer loading research variables exceed equal to or exceed 0.6. So, outer loading research variables were declared valid. After test outer loading, Next, a validity test was carried out with the aim of testing the validity of the data used in the questionnaire for accuracy and suitability in describing the research variables (Ghozali, 2018). The total number of samples tested in the research was 310 sample respondents who were processed to test primary data against 31 question indicators. The question indicators given to respondents are a representation of the research variables, which consist of product quality (Quality), price, location, promotion, E-WOM, buying interest (Purchase's intention) and purchase decisions (Purchase decision). The data criteria will be declared valid when the value that appears in the column Average Variance Extracted (AVE) meets the requirements for convergent standard values. According to Hair et al. (2014) convergent standard value to state that data collected and processed in a study is valid if the value in the column Average Variance Extracted (AVE) not below 0.5.

**Table 12**  
**Validity Test Results**

<b>Variable</b>	<b>Average Variance Extracted (AVE)</b>	<b>Conclusion</b>
Product Quality	0,845	Valid
Price	0,882	Valid
Location	0,731	Valid
Promotion	0,920	Valid
E-WOM	0,857	Valid
Interest in Buying	0,930	Valid
Purchase Decision	0,731	Valid

Source: Primary data processed (2023)

The results of the validity test in the research are presented in Table 12, which shows all the values that appear in the column Average Variance Extracted (AVE) for each research variable are not below 0.5. So, a conclusion can be drawn that all the data used in the research is valid in terms of accuracy and suitability to represent the research variables correctly. This states that there is no data that must be discarded, then a reliability test can be carried out. Reliability testing is carried out to test the consistency of respondents' answers or research questionnaires. The condition for saying that research data is reliable is if composite reliability shows results of more than 0.7 (Ghozali, 2018). The results of the research reliability test are shown in table 13 below.

**Table 13**  
**Reliability Test Results**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Conclusion</b>
Product quality	0,970	Reliable
Price	0,974	Reliable
Location	0,942	Reliable
Promotion	0,979	Reliable
E-WOM	0,960	Reliable

Interest in Buying	0,975	Reliable
Purchase Decision	0,891	Reliable

Source: Primary data processed (2023)

Based on Table 4.12 which shows the results composite reliability of the product quality variable is worth 0.970 or more than 0.7. So, research data that represents product quality variables is said to be reliable. Next, a test is carried out inner model. Test results inner model or what is also called a structural model is a hypothesis testing technique formed in research. This test was carried out to prove whether the hypothesis formed for each research variable was accepted or not, as well as to test the significance of the relationship between variables. The relationship between variables in the test inner model is said to be significant when the result t-statistic  $> 1.96$  and the P-value value  $< 0.5$ . Test inner model presented in Table 14 tests the significance of the relationship between the product quality k variables (Quality), price location, promotion, E-WOM, and purchase interest (Purchase's intention) to the purchase decision, apart from that, it also tests the relationship between product quality, price, location, promotion, and E-WOM on buying interest (Purchase's intention).

**Table 14**  
**Test Results of Inner Model**

Picture X-Y	T Statistic	P Value	Conclusion
Product Quality ->Purchasing Decision	4,035	0,000	Proven Significance
Price -> Purchase Decision	4,356	0,000	Proven Significance
Location -> Purchase Decision	2,431	0,015	Proven Significance
Promotion -> Purchase Decision	5,167	0,000	Proven Significance
E-WOM -> Purchase Decision	2,850	0,005	Proven Significance
Product Quality-> Purchase Interest	7,314	0,000	Proven Significance
Price -> Buying Interest	8,360	0,000	Proven Significance
Location -> Purchase Interest	2,516	0,012	Proven Significance
Promotion -> Interest in Buying	47,116	0,000	Proven Significance
E-WOM -> Purchase Interest	2,935	0,003	Proven Significance
Purchase Interest -> Purchase Decision	5,240	0,000	Proven Significance

Source: Primary data processed (2023)

Based on the results of the structural model test data in the tabulation above, the product quality variable has a significant positive influence on purchasing decisions. Therefore, hypothesis 1 ( $H_1$ ) is declared accepted. The results found are in line with Fahrezzy and Trenggana (2018) who found a significant positive influence between product quality on consumer decisions to make purchases. Rachmawati's research et al. (2019) describe the significance of the relationship between the two variables because the quality of a building can be in the form of the quality of the materials used, the design created by the developer for consumers, good design, and quality can increase the durability and comfort of the house. Apart from that, Muhtarom et al. (2022) also have similar findings regarding the positive relationship between product quality and purchasing decisions, as well as the results of data processing tests in Novalinda's research et al., (2021) who found a significant influence between the two variables.

Based on the results of the structural model test data presented in Table 14, the price variable shows the significance of the influence on purchasing decisions. Therefore, hypothesis 2 ( $H_2$ ) is declared accepted. The results of this research are in line with Subagya et al. (2021) found a significant influence between price and purchasing decisions. In his research, Subagya et al. (2021) stated that the more affordable the price of a house is by the quality, the more it will improve consumer purchasing decisions. Similar findings were found in Muhtarom's research et al. (2022) which shows that there is a significant positive relationship between price and purchasing decisions. This is because the more affordable the prices provided by the company can lead to consumer pleasure and satisfaction which triggers consumer purchasing decisions. Positive significant results between the two variables were also found in Rachmawati's research et al. (2019).

Based on the results of the structural model test data presented in Table 14, the location variable shows a significant influence on purchasing decisions. Therefore, hypothesis 3 ( $H_3$ ) is declared accepted. The results obtained in this study show similarities with Subagya et al., (2021) which shows the significance of the positive influence between location and purchasing decisions. This positive significant result shows that the more strategic the location of the house being sold can increase consumers' decisions to make a purchase. Similar research results were also found by Rachmawati et al. (2019). According

to Rachmawati's research results et al. (2019), location is the most important factor in determining property purchase decisions. This is because a strategic location can increase consumer decisions to buy a property. The location is said to be strategic if it is in an urban area, close to shopping centers, close to cafes, and places to eat, there are adequate facilities, a large and safe parking area, and roads that are easily accessible and safe (Pangenggar et al., 2014).

Based on the results of the structural model test data presented in Table 14, the promotional strategy variable shows a significant influence on purchasing decisions. Hypothesis 4 (H<sub>4</sub>) is declared accepted. The significant results found in the research data test are in line with Muhtarom et al. (2022) who found a significant positive influence between promotions on purchasing decisions mediated by purchase intention. This relationship illustrates a good and ideal promotional strategy as well as clear and persuasive information that can attract consumers' buying interest until they decide to make a purchase. Novalinda et al., (2021) explain the significance of the positive influence between promotions and purchasing decisions because the information conveyed in promotions is by reality, and is informative and interesting so that it can influence consumers to make purchases.

Based on the results of structural model test data processing which are summarized in Table 14, the E-WOM variable shows a significant influence on purchasing decisions. Hypothesis 5 (H<sub>5</sub>) is declared accepted. These results are in line with Ismagilova's previous research et al. (2020). According to Ismagilova's research results et al. (2020), there is a significant positive influence between e-whom on purchasing decisions. This influence is due to marketing with word-of-mouth nor electronic word of mouth (E-WOM) utilize social networking and trust in people closest to them so that consumers are easily influenced and believe the information until they are tempted to make a purchase (Luthfiyatillah et al., 2020). E-WOM can influence consumer product purchasing decisions in both the long and short term (Wijaya et al., 2022).

Based on the results of structural model test data processing which are summarized in table 14, the product quality variable shows a significant influence on purchasing interest. Hypothesis 6 (H<sub>6</sub>) is declared accepted. The findings are in line with Satria (2017) and Muhtaromet al. (2022) who found a significant influence between product quality and

purchase intention. This significant influence explains that the better the quality of a product being offered, the higher the level of consumer buying interest in the property product being offered. Nainggolan and Heryenzus (2018) stated that a high level of buying interest can be formed or influenced by good and continuously increasing product quality.

The results of the structural model test data processing are summarized in table 14, price variable shows the significance of the influence on buying interest. Hypothesis 7 ( $H_7$ ) is declared accepted. Several previous studies include Nainggolan and Heryenzus (2018), research conducted by Rachmawati et al. (2019) and research on a similar topic conducted by Subagya et al., (2021) found a significant positive influence between price on buying interest. Previous researchers found that there was a significant increase in interest in buying property influenced by price. It can be interpreted that price is one component that has a very important role in determining the level of consumer buying interest until they decide to make a purchase on the product being offered (Alexander & Ferry, 2019).

The results of the structural model test data processing are summarized in table 14, the location variable shows a significant influence on buying interest. Hypothesis 8 ( $H_8$ ) is declared accepted. Previous researchers Nainggolan and Heryenzus (2018) explained that location has a significant positive influence on interest in buying a house. The strategic location of a house can increase interest in buying a house. The positive influence of location on interest in buying a house is illustrated by the higher the strategic level of the property location, the higher the interest in buying the property offered. Similar results were found in research by Alexander and Ferry (2019) and Subagya (2021) which showed the significance of the influence between the two variables.

Based on the results of structural model test data processing which are summarized in table 14, the promotional strategy variable shows a significant influence on purchasing interest. Hypothesis 9 ( $H_9$ ) is declared accepted. Previous researchers Nainggolan and Heryenzus (2018) in their research showed the significant and positive influence of promotions on increasing buying interest. The results obtained in Nainggolan and Heryenzus's (2018) research were in line with the results found by researchers. Novalinda et al. (2021) also have similar findings, explaining that active and creative promotions can increase consumer buying interest. This relationship illustrates the positive influence

between the two variables. The higher the frequency of promotions, the greater the impact on consumer buying interest.

Based on the results of structural model test data processing which are summarized in table 14, the EWOM variable shows a significant influence on buying interest. Therefore, hypothesis 10 ( $H_{10}$ ) is declared accepted. The results are in line with previous researchers Adriyati and Indriani (2017) who found an analysis that showed e-whom positive significant influence on buying interest. Similar results were found in research Febiyati and Aqmala (2022). In their research, Febiyati and Aqmala (2022) explained that this significant positive influence illustrates that information through EWOM can increase buying interest, this is because before consumers buy a product, they tend to look at reviews or ratings of other consumers who have tried related products and consumers trust statements and recommendations more. from those closest to you.

The results of the structural model test data processing are summarized in table 14, the purchase interest variable has a significant influence on purchasing decisions. Therefore, hypothesis 11 ( $H_{11}$ ) is declared accepted. The research results are in line with Putri et al., (2016) which shows that there is a significant positive direct influence on consumer purchasing decisions. The results found show the fact that one of the determining factors in purchasing decisions is purchase interest.

R Square test or what is known as the coefficient of determination test ( $R^2$ ) was carried out to test to find out and prove the magnitude of the influence of the selected independent variables in the research to represent or explain the dependent and mediating variables. Process the collected data to test the coefficient of determination ( $R^2$ ) shows the results in the following table.

**Table 15**  
**Determination Coefficient Test Results ( $R^2$ )**

	<b>R Squared</b>	<b>Information</b>
Purchase Decision	0,905	Strong
Interest in Buying	0,993	Strong

Source: Primary data processed (2023)

Based on the results of the coefficient of determination test ( $R^2$ ) which is summarized in Table 15, can be explained by the statement that 0.905 or 90.5% of the research dependent variable is purchasing decisions is explained or represented and influenced by the selected independent variables in the research, the remaining 9.5% shows that the dependent is influenced and represented or explained by other factors outside the research. In addition, the results of R-squared shows 0.993 or 99.3% of the mediating variable, namely buying interest is influenced and represented or explained by the selected independent variables in the research, the remaining 0.7% shows buying interest is influenced and represented or explained by other factors outside the research. The results of the coefficient of determination ( $R^2$ ) in the data processing test show that the selected variables in the research have a very strong, even almost perfect, influence and form of representation on the selected dependents and mediation.

## **CONCLUSION**

The research was studied with the aim and objective of testing and studying the relationship of selected variables, namely product quality, price, location, promotion, E-WOM variables on purchasing decisions mediated by the purchase interest variable. The data used in the research is primary data collected through questionnaires distributed to respondents. The total data collected was 310 respondents who answered 31 indicator questions. The formation of the research model gave rise to 11 (eleven) hypotheses which were tested with the final result being that 11 (eleven) hypotheses were accepted. Hypothesis test results show that the variables product quality, price, location, promotion, and E-WOM have a positive influence on purchasing decisions mediated by the purchase interest variable.

This research certainly has several limitations, including limitations on the data sources collected due to minimal property consumers due to the current high house prices in the city of Batam as well as limited data sources that only use a small scope, namely only the city of Batam, so that research results in other cities may be different. Apart from that, there are minimal journals that discuss the relationship between product quality, price, location, promotion and E-WOM variables on purchasing decisions mediated by the purchase interest variable. With the existing limitations, researchers provide several

recommendations for future research on similar topics that can expand the scope of research or research locations in other cities. Future research could expand the discussion of home purchasing decisions related to investment objectives because the current proliferation of property investment has made this a more topical topic up to date following current trends.

## REFERENCES

- Adriyati, R., & Indriani, F. (2017). The Influence Of Electronic Word Of Mouth On Brand Image And Purchase Interest In Wardah Cosmetic Products. *Diponegoro Journal of Management*, 6, 1–14. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Ajeng, R., & Medina, A. (2017). Spatial Pattern Of Selecting Shopping Locations For Primary Needs Of Residents Of Central Bogor Sub-District. *Industrial Research Workshop and National Seminar Bandung State Polytechnic*, 26(27), 527–535.
- Alexander, R., & Ferry, J. (2019). Analysis Of The Influence Of Location Influence, Physical Influence, Price Importance, And Corporate Reputation On Residential Purchase Intention; De Victory Regency Surabaya Case Study. *Journal of Marketing Strategy*, 6(1), 12.
- Bomrez, H. A. A., & Rahman, N. R. B. A. (2018). Factors Influencing The Service Quality On Student Satisfaction At Management Sciences University. *International Journal of Business Society*, 2(8), 1–11. <https://doi.org/10.30566/ijo-bs/2018.281>
- Budiyanto, T., Kojo, C., & Tawas, H. N. (2016). Promotional Strategies, Product Quality, And Design Influence Purchasing Decisions And Interest In Referring Houses To Puri Camar Liwas PT. Double Sapta Gull. *Efficiency Scientific Periodical Journal*, 16(4).
- Das, J. K., & Datta, R. N. (2021). Factor Influencing The Purchase Decision Of Real Estate: Empirical Evidence From India. *International Journal of Information, Business and Management*, 13(1).
- Fahrezzy, R. Sultan, & Trenggana, A. F. M. (2018). The Influence Of Product Quality And Price On Consumer Purchasing Decisions For Asus Laptops. *Indonesian Development Journal*, 17(2), 174–183.
- Febiyati, L., & Aqmala, D. (2022). The Influence Of E-Commerce, Brand Image, Product Quality, And Price Perception On Purchasing Decisions For Grab Users Through Purchasing Interest As An Intervening Variable. *JMDB: Journal of Management and Business Dynamics*, 1(1), 28–39.
- Foster, B., & Johansyah, M. D. (2019). The Effect Of Product Quality And Price On Buying Interest With Risk As Intervening Variables (Study On Lazada.Com Site Users). *International Journal of Innovation, Creativity and Change*, 1(1).

[https://www.researchgate.net/profile/Shivam\\_Gupta30/publication/317167416\\_Antecedents\\_of\\_eBusiness\\_Adoption\\_Intention\\_An\\_Empirical\\_Study/links/5a847a194585159152b80300/Antecedents-of-e-Business-Adoption-Intention-An-Empirical-Study.pdf](https://www.researchgate.net/profile/Shivam_Gupta30/publication/317167416_Antecedents_of_eBusiness_Adoption_Intention_An_Empirical_Study/links/5a847a194585159152b80300/Antecedents-of-e-Business-Adoption-Intention-An-Empirical-Study.pdf)

- Ghozali, I. (2018). *Multivariate Analysis Application with the IBM SPSS 25 Program* (A. Tejkusumo (ed.); 9th edition). Diponegoro University Publishing Agency.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis. In Pearson New International Edition* (7th ed.). <https://doi.org/10.4324/9781351269360>
- Handoko, B. (2017). The Influence Of Promotion, Price And Service Quality On Consumer Satisfaction At JNE Medan Express Delivery. *Scientific Journal of Management and Business*, 18(1), 61–72. <https://doi.org/10.30596/jimb.v18i1.1098>
- Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). Factors Influencing Housing Purchase Decision. *International Journal of Academic Research in Business and Social Sciences*, 11(7). <https://doi.org/10.6007/ijarbss/v11-i7/10295>
- Huda, M. (2017). Indicators Of Consumer Behavior In Meeting Primary Needs. *Islamic Economic Journal*, 3(2), 201–219.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect Of Electronic Word Of Mouth Communications On Intention To Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Isoraite, M. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research -Granthaalayah*, 4(6), 25–37. <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- Justyanita, Septiana, S., Septiawan, B., & Thai, M. (2021). Analysis of Batam City Income for 2018 - 2020 through APBD and GRDP. *Journal of Social and Technology*, 1, 428–436.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). The Effectiveness Of Instagram And e-WOM (Electronic Word of Mouth) Media On Purchasing Interest And Purchasing Decisions. *Science and Technology Research Journal*, 5(1), 101–115. <https://doi.org/10.32528/ipteks.v5i1.3024>
- Mahaputra, D. G. K., & Setiawan, P. Y. (2019). The Role Of Attitude Mediates The Influence Of Electronic Word Of Mouth On Visiting Decisions. *Udayana University Management E-Journal*, 8(12), 7326. <https://doi.org/10.24843/ejmunud.2019.v08.i12.p21>
- Majid, N., & Rofiq, A. (2014). Analysis Of The Influence Of Electronic Word Of Mouth On Brand Image And Its Impact On Interest In Buying Samsung Smartphones In The City Of Malang. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.

- Mang, J. S., Zainal, R., & Radzuan, I. S. M. (2018). Influence Of Location On Home Buyers' Purchase Decision. *AIP Conference Proceedings*, 2016. <https://doi.org/10.1063/1.5055480>
- Monica, E. (2018). The influence of price, location, building quality, and promotion on interest in buying Taman Safira Bondowoso housing. *International Journal of Social Science and Business*, 2(3), 141. <https://doi.org/10.23887/ijssb.v2i3.16214>
- Muhtarom, A., Syairozi, M. I., & Rismayati, R. D. (2022). Analysis Of Brand Image, Price, Product Quality, And Promotion On Purchasing Decisions Is Mediated By Purchasing Interest. *Derivatives: Management Journal*, 16(1), 36–47. <https://www.fe.ummetro.ac.id/ejournal/index.php/JM/article/view/749>
- Muninggar, D. A., Rahmadani, A., & Sanjaya, V. F. (2022). The Influence Of Electronic Word Of Mouth (E-Wom) On Purchasing An Interest In The Shopee Application (A case study of Bandar Lampung city). *Journal of Management, Economics, Finance and Accounting (MEKA)*, 3(1), 30–39.
- Nainggolan, N. P., & Heryenzus, H. (2018). Analysis Of Factors That Influence Consumer Buying Interest In Buying A House In The City Of Batam. *Scientific Journal of Management and Business*, 19(1), 41–54. <https://doi.org/10.30596/jimb.v19i1.1772>
- Nasar, K. K., & Manoj, P. K. (2015). Purchase Decision For Apartments: A Closer Look Into The Major Influencing Factors. *International Journal Of Research In Applied, Natural And Social Sciences*, 3(5), 105–112. <http://www.impactjournals.us/journals.php?id=14&jtype=2&page=24>
- Novalinda, W., Hidayat, Z., & Muttaqien, F. (2021). The Influence Of Marketing Strategy On Housing Purchase Decisions (Study at PT. Roni Laila Abadi in Lumajang). *Jobman: Journal of Organization and Business Management*, 4(1), 193–206. <https://jkm.itbwigalumajang.ac.id/index.php/jrm/article/view/558%0Ahttps://jkm.itbwigalumajang.ac.id/index.php/jrm/article/download/558/407>
- Owen, Rosha, C., Tan, D., Bina, H., & Jerico, J. (2021). Analysis of GRDP levels in Batam city. *Journal of Management, Economics, Finance and Accounting (MEKA)*, 2(1), 123–128.
- Pangenggar, G., Hidayat, W., & Nurseto, S. (2014). The Influence Of Service Quality, Location, And Facilities On Purchasing Decisions (Case Study Of Consumers Of “Warung Kopi Tunjang Cafe And Restaurant” Semarang). *Undip E-Journal Systems*, 42(03), 41–50.
- Putri, N. N., Haryono, A. T., & Warso, M. (2016). The Effectiveness Of Atmosphere And Event Marketing On Purchasing Decisions Mediated By Purchasing Interest Among Yogyakarta Cultural House Consumers. *Journal Of Management*, 2(2).
- Rachmawati, D., Shukri, S., Azam, S. F., & Khatibi, A. (2019). Factors Influencing Customers' Purchase Decision Of Residential Property In Selangor, Malaysia.

- Management Science Letters*, 9(9), 1341–1348.  
<https://doi.org/10.5267/j.msl.2019.5.016>
- Rakhmanita, A., & Vidada, I. A. (2017). Factors That Influence Property Purchasing Decisions In The City Of Tangerang. *National Multi-Disciplinary Seminar*, 1(November 2017), 203–211.  
<https://repository.bsi.ac.id/index.php/repo/viewitem/677>
- Sari, A. Kartika, Rahayu, D. S., Choifin, M., & Wahjoedi, T. (2021). *Research methodology*.
- Satria, A. A. (2017). The Influence Of Price, Promotion And Product Quality On Consumer Buying Interest In Companies. *Journal of Management and Business Start-Ups*, 2(1).
- Septiano, R., & Sari, L. (2021). Determination Of Consumer Value And Purchase Decisions: Analysis Of Product Quality, Location, And Promotion. *Dinasti International Journal of Digital Business Management*, 2(3).  
<https://doi.org/10.31933/dijdbm.v2i3.834>
- Siwi, B. K., & Maskur, A. (2022). The Influence Of Trust, Price Perception, Location And Word Of Mouth On Purchasing Decisions For Taman Gaharu Housing In Kendal District. *J-MAS (Journal of Management and Science)*, 7(2), 1156.  
<https://doi.org/10.33087/jmas.v7i2.536>
- Subagya, Y. H. (2021). The Effect Of Price Variables, Location Variables, And Promotion Variables On Consumer Decisions To Purchase Housing. *International Journal of Sociology*, 2(2), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Suhatmi, E. C., Gunaningrat, R., Karisma, A., & Rahmawati, M. A. (2021). The Influence Of COVID-19 On Meeting Primary Needs And Business Opportunities In Polanharjo Sub-District. *JISIP (Journal of Social Sciences and Education)*, 5(2).  
<https://doi.org/10.36312/jisip.v5i2.1962>
- Syaifullah, & Nerli. (2019). The Influence Of Promotions And Service Quality On Guest Satisfaction At PT. Tri Success True Go Massage Batam. *Journal of Business Economics*, 5(2), 1–15.
- Toha, M. (2023). Factors Influencing The Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1-17.
- Walalangi, Y. G. A., Mandey, S. L., & Palandeng, I. D. (2021). The Influence Of Marketing Mix And Brand Image On Purchase Decision With Interest To Buy As A Mediation Variable. 2(4).
- Wicaksana, P. S. I., & Baldah, N. (2021). The Influence Of Trust, Location, And Promotion On The Decision To Purchase Subsidized Housing At PT. Indah Property Partners. *Pelita Ilmu Journal*, 15(01), 17–24.

- Wijaya, I. G. N. S., Pratami, N. W. C. A., Muryatini, N. N., & Yasa, I. G. D. (2022). The Influence Of Electronic Word Of Mouth (E-Wom), Risk Perception, Customer Trust, And Tokopedia E-Commerce Purchasing Decisions. *Management E-Journal*, 11(1), 190–209.
- Yuliyanto, W. (2020). The Effect Of Promotions On Customer Satisfaction At The Alea Shopid Kebumen Store. *Journal of Business and Economics Research (JBE)*, 1(2), 168–172. <https://ejurnal.seminar-id.com/index.php/jbe/article/view/244>